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"A LIVE PAPER IN A LIVE TOWN"

CHRISTMAS NUMBER

FIRST SECTION

VOLUME XIV, NUMBER XVI

DEMING, LUNA COUNTY, NEW MEXICO, FRIDAY, DECEMBER 17, 1915.

FIVE CENTS THE COPY

TO HOLD THREE DAY CARNIVAL IN DEMING NEXT THURSDAY, FRIDAY AND SATURDAY

Committee of Business Men Have Issued a Program that Would Do Credit to a Large City Detachment of Thirteenth U. S. Cavalry Accompanied by Famous Regimental Band Coming. Sports, Dances, Masquerade, May Pole Dance, Barbecue, Municipal Christmas Tree and Other Attractions Will Make Christmas Week a Round of Pleasure for Deming Citizens. Deming Always Does the Proper Thing

Commencing early next Thursday morning, Deming will start the largest Christmas carnival and series of Yuletide festivities ever pulled off in the Southwest, lasting three full days and nights, and winding up with a masquerade that will equal, if not exceed, the New Orleans Mardi Gras, though on a trifle smaller scale as to maskers. As will be seen from the program there will not be a dull moment from start to finish, and our people and their guests will have to be up and doing to keep up with the events. Heretofore the business interests have engineered festivities of this sort, but this time the school and church organizations have been brought into it and are working with the others to make this celebration all that Christmas should be—a season where must be emphasized the teachings of Christ, "Good will to men."

On Christmas eve, next Friday, at 7:30 o'clock, at the corner of Gold avenue and Pine street, the immense municipal Christmas tree will have myriads of vari-colored electric lamps lighted, and under the direction of the several churches of the city Santa Claus will distribute the Christmas offerings to all the children, rich and poor, and endeavor to make glad the hearts of all the youngsters, some of whom will, no doubt, enjoy their only Christmas tree at that time. Ample funds have been provided, and it is intended to make this the feature of the carnival week.

At 8 o'clock next Wednesday evening the famous band of the Thirteenth U. S. Cavalry will give an open air concert from the bandstand on Pine street and this will be the program for tomorrow.

FRIDAY, DEC. 24

Band concert on Pine street at 10 a. m. Cow pony race, 300 yards; 1st prize \$20, 2d prize \$5. Cow pony race, quarter mile; 1st prize \$15, 2d prize \$3.50. Races on Silver avenue. Winner of first race not permitted to enter in second. At 2:30 p. m. on Silver avenue the boys' relay race will take place. Free to all, half mile, three to each team, three teams to enter; 1st prize \$6, 2d prize \$3. Potato race, for girls under fourteen years, 50 yards, 1st prize \$2, 2d \$1, 3d 50c; three or more to enter. Boys' free-for-all potato race, 50 yards, 1st prize \$2, 2d \$1, 3d 50c; three or more to enter. Girls' foot race, under 14 years, 100 yards; 1st prize \$2, 2d prize \$1, 3d 50c; three or more to enter. Boys' free-for-all foot race, 100 yards; 1st prize \$2, 2d prize \$1, 3d 50c; three or more to start. Obstacle race, free-for-all, 300 yards; 1st prize \$5, 2d prize \$3, 3d prize 50c; three or more to enter.

At 7:30 p. m. a band concert will be given on Pine street, maypole dance, and municipal Christmas tree.

SATURDAY, DEC. 25

Band concert at 10 a. m. on Pine street. Pony race, quarter mile, 1st prize \$25, 2d \$5. Pony race, 300 yards; 1st prize \$15, 2d \$2.50. Winner in first race not to enter second race. At 1:30 p. m. grand barbecue, corner of Pine street and Gold avenue. Coffee and bread in addition furnished. Each one expected to bring a cup. At 2:30 p. m. on Silver avenue, ride and race; 1st prize \$10, 2d \$5. Two or more teams of four men each with two ponies to each man per team. Handkerchief race; 1st, \$5, 2d \$2.50. Free-for-all race, quarter mile; 1st prize \$100, 2d \$10; entrance fee \$10. Entries for this race must be made on or before Dec. 23. At 7:30 p. m. concert on Pine street, together with Maypole dance, masquerade and confetti. Everyone is invited to join in the fun. Come masked. At 9 p. m. dance at Crystal theater, music by the regimental orchestra. Admission \$1, ladies free.

PROGRAM

THURSDAY, DEC. 23

Band concert at 10 a. m. Cow pony race on Silver avenue to follow, quarter mile; 1st prize \$20, 2d prize \$5. Cow pony race, 300 yards; 1st prize \$15, 2d prize \$5. Winner of first money in first race will not be permitted to enter in second race. At 2:30 p. m. on Silver avenue the U. S. Army events consisting of mounted drill, mounted wrestling, hurdle races and mounted tug-of-war will be held. Band concert on Pine street at 7:30 p. m.

Dance at the Crystal theater at 9 p. m. Music will be by the regimental orchestra. Admission \$1, ladies free.

"PEP" FACTORY IS TO BE BUILT IN SOUTHWEST

E. H. Bickford, president of the Buckley Refining Company announces that the famous gasoline intensifier, "Pep", is now being made in sufficient quantities to supply the local demand. The company is now making the product in its eastern factory that is soon to be removed to a new location somewhere in this region. H. S. Reames is also a member of the firm and expects to take an active part in the direction of the company. Just now he busy completing the organization.

The product is not unknown in this section. Tests made here show that its use means a saving in gasoline for power of from 25 to 100 per cent. The "Pep" oil is placed directly in the gasoline, four ounces to ten gallons. The saving is made through better combustion and the removal of all carbon from the cylinders and parts.

The company has not been able to make the product as fast as the demands have grown even without the wide-spread advertising the company plans to give it soon. Large users of gasoline are placing large contracts that will be filled just as soon as the southwestern factory is running.

Luncheon

Mrs. Henry Hall entertained at a beautiful luncheon at the Harvey House, Wednesday afternoon complimentary to Miss Nae Leonard, who continues to be the recipient of social honors.

The table was arranged like a horseshoe, and plates were laid for fifty five guests.

Three large baskets filled with red and trailing smilax. The color arrangement was beautiful, space not permitting us to do it justice in description.

The guests of Mrs. Hall were: Mesdames H. G. Bush, Mary Hudson, J. S. Williams, A. W. Pollard, Frank Thurmond, J. A. Mahoney, Mayme Williams, Arthur Rathel, C. L. Betts, Henry Meyer, M. J. Moran, P. J. Moran, W. Wamel, T. G. Upton, W. Wells, E. C. Wells, G. W. Shepherd, T. E. Milster, J. A. Shepard, E. P. York, E. F. Moran, Ascha Field, Albert Field, P. M. Stead, H. Kelly, M. A. Nordhaus, H. C. Brown, T. R. Taylor, E. L. Foulks, S. D. Scope, V. S. Shurts, J. B. Taylor, W. E. Holt, Henry Rathel, D. H. Watson, E. H. Bickford, and the Misses Mae Leonard, Thresa Clark, Mary Mahoney, Katherine Wamel, Dorothy Duff, Elizabeth Waddill and Elizabeth Jensen.

Knights Templar Election

McGrorty Commandery No. 4, K. T. elected officers last night for the new year as follows: John C. Watson, E. C. James, A. Kinnear, Generalissimo; Ripley C. Hoffman, Captain General; Arthur A. Tenke, Prelate; John Corbett, Treasurer; Edw. Pennington, Recorder; E. L. Foulks, S. W.; Arthur Brock, J. W.; James M. Nunn, Standard Bearer; James C. Tabor, Sword Bearer; M. A. Nordhaus, Warden; Herbert D. Gross, Sentinel. There will be a special convocate of the commandery tomorrow, Saturday, evening, for work.

Money for Armory in Bank

The money for the Deming armory, is at last in a local bank and subject to the order of the Deming Armory Board of Control. Tuesday, a state warrant was received for exactly \$18,720.15 by John C. Watson, who deposited it in the Bank of Deming.

Work on the armory will not be started until the first of the year, now close at hand.

THE MINIBRES VALLEY COOPERATIVE CREAMERY MAKING BEST BUTTER

Deming Special Butter Has Literally Taken Local Market by Storm. Association Expects to Branch Out Extensively Next Year

If a pure food product helps to build up strong bodies, then Deming Special butter made here by the Minibres Valley Cooperative Creamery Association, is par excellence of that product.

Have you tried Deming Special Butter?

If not there is a treat in store for you that you should lose no time in enjoying. After having been forced to use the butter shipped in the sweet, golden lured and absolutely pure local product comes as a welcome innovation. It is just another one of those things that help to make life bearable and for which those in this arid region, not content farming areas, long for without hope of satisfaction.

The local creamery is housed in the new building 25x40 feet in dimension. The material is adobe plastered on the inside with a hard white plaster that looks like enamel. The floors from the office to the boiler room in the rear are solid cement with drains in the churn room. The building has a complete ventilating system consisting of blowers and vents, the latter placed at frequent intervals along the peak of the roof, and the numerous windows, allow the life-renewing sunshine of the Southwest to stream over the building. The main room is the churn room that contains the 600-pound churn, a Perfectionchurn—the latest in this equipment. In this same room is the Haugdahl starter can of 30 gallons capacity. Here the culture is made for starting the churning by a mixture of commercial starter and cream. Of course the Babcock tester and milk scales are placed conveniently for ascertaining the amount of butter fat in the milk turned in by the farmers. Then there is the 80-pound Friday butter cutter and molder, where the little "gold" bricks are formed and the butter wrapped and placed in sanitary wax cartons.

The Southwest is a place where people come for health, where the air and sunshine gives health, and where the people know more about and talk more about health than elsewhere. In the recovery from many ailments for which the southwestern climate is a balm, nothing plays a larger part than dairy products that are to build up the wasted tissues that are being purged. It is not remarkable that people are asking, "Is our butter clean and healthful?" They want to know that the cows that produce the milk have been tested for disease, that they are fed well on good, wholesome food, that they are kept clean of body, that the milking is done under sanitary regulations and that the cream comes to the factory uncontaminated.

The cows of this region need little housing, even in the winter, therefore they are free to wander over the sun swept fields that need no attention as to cleaning, wind and sun attending to that. The food is the natural range, usually balanced by

S. O. Wheeler Killed by Runaway

S. O. Wheeler, a much respected citizen of Luna county, was thrown from his wagon and almost instantly killed Monday afternoon about 5 o'clock. Mr. Wheeler was standing in his wagon and calling to his son, Howard, who had just passed him the team going at a good trot, when the wheel struck a rut in the road, causing him to lose his balance and fall, striking the ground with his head just under the wheel. The wheel of the heavy farm wagon passed over his head, breaking his jaw and neck and causing death within a few minutes. S. J. Smith reached the injured man before the life was extinct but could do nothing to relieve the sufferer.

Mr. Wheeler was a good citizen and was popular with all who knew him. His home was south of the George Watkins place, twelve miles south of town. He is survived by a wife, and three sons, and a married daughter, Mabel. Burial was made in the Deming cemetery Wednesday.

TAX RATES DETERMINED BUT ROLLS NOT YET IN HANDS OF TREASURER

Rate for State and County .01085 and for City of Deming .00525; Thirty Days Before Taxes are Declared as being Delinquent

The tax rate fixed for the state and county this year is .01085 and for the city of Deming, .00525. The tax rolls have not yet been turned over to the treasurer, but probably will be in two or three weeks, when the tax notices will be sent out. The taxes were legally due Dec. 1, but owing to the delay no penalty will be assessed until after a reasonable time has elapsed after the taxpayers have received notice. Instead of the usual thirty days the county commissioners will probably fix a shorter period.

Mexican Family Needs Assistance

An appeal for assistance is made by a Mexican family of ten, the oldest a boy of sixteen, and the youngest a child one year old. The father is dead, and the burden of supporting this large family rests on the mother and the oldest boy. They are willing to work, but owing to the scarcity of work and in view of the fact that their condition is pitiable, this appeal is made for food and clothing, also employment for the winter.

Mr. Peter Munson of Minneapolis, Minn., was in town last week on his way home from the exhibitions, he was a guest of his friend, M. S. Nord.

Special rations of silage, alfalfa or other concentrated products of the soil. Germs do not fare well under the natural conditions that obtain and the cream flows into the factory in a pure golden stream that contains fewer bacteria than that cream produced in colder countries under the condition of artificial sanitation.

But to make contamination absolutely impossible, all cream goes into the Jensen pasteurizer and ripener of 300 gallon capacity that is placed on a high cement foundation in the churn room. On this platform the cream is taken from the wagons as they draw up to the door that opens from the outside on to it. Here the cream is heated to the proper temperature to destroy the germs that might prey on the human body.

But what strikes the layman is the last word in cleanliness is the amount of hot water used in the creamery. Every piece of equipment that comes in contact with the product in process of manufacture has a hot water pipe leading to it, and when washing is necessary a shower bath is right at hand. Consequently there is not the unpleasant odor that usually clings to the old-fashioned creamery, speaking eloquently of sour milk, rancid butter and lurking germs. Instead, the local creamery smells as sweet and clean as an alfalfa field, and the eyes as well as the nose give evidence to the senses that here is a natural product that needs no adulteration to give it color or taste of nature's most nourishing food.

NEARLY ONE HUNDRED GATHERED AT THE CHAMBER OF COMMERCE BANQUET TUESDAY

Deming Boosters Got Together at the Annual Meeting and Banquet Last Tuesday Evening at the Harvey House. Where Good Things to Eat Mingled With Good Words of Cheer and Good Resolutions. Report Showed Chamber Out of Debt and in a Flourishing Condition. Election of Officers Next Tuesday. Work of Body to be Pushed on Farther in Coming Year, as Conditions Promise Greater Achievements.

The sixth annual banquet of the Deming Chamber of Commerce took place Tuesday evening at the Harvey House, and was well attended, about ninety guests being present, and the usual good-fellowship and jollity prevailed from the moment of the seating of the diners until the midnight hour closed the year of the association. The tables were conveniently arranged and tastefully decorated, that of the toastmaster and officers having for a center piece an immense Luna county pumpkin, emblematic of the fact that Deming boosters are "some" at that. Under the careful direction of Manager Morehead and his assistant Mr. Lindsay, the guests were carefully looked after and the following menu was served:

- Public Spirit Cocktail
- Booster Consomme in Cup
- Commercial Club Crackers
- Civic Pride Olives and Radishes
- Good Real Estate Sand Dabs
- Home Grown Turkey Pattie
- Home Patronage Tenderloin
- Home Grown Potatoes
- Cooperative Gravy
- Home Product Bread
- Deming Butter
- Public Improvement Salad
- Always for Deming Ice Cream
- Stick Together Cakes
- Anti Mail Order Coffee
- Home Comfort Cigars

After doing full justice to the above, the festivities were started by toastmaster Scope, who, in his usual happy and humorous manner, acquired by experience and aided by natural wit—extended to the company a welcome that made all feel like the preacher at the chicken dinner, "It's good to be here."

In the absence of President John Corbett, who was unable to attend on account of illness, the president's address was delivered by Edw. Pennington, showing the work accomplished by the organization in the past six years, its usefulness to the community and the need and determination to continue the good work.

Mr. Pennington was followed by Malcolm A. Fraser, secretary of the El Paso Chamber of Commerce, who delivered an interesting discourse on

low and when to boost, showing careful study of the science and the results of his experience, instructive, entertaining and amusing.

Mr. F. A. Bush, of the Lordsburg Liberal, had for his subject "The Press", but he had so much to say as to the pride Lordsburg took in being the closest neighbor of Deming and the benefit his people were getting through Deming's boosting of the whole southwest, that he forgot his subject and "time" was up before he had a chance to "talk shop." Mr. Bush is a pleasing talker, and is always sure of a Deming welcome.

Major Waddill spoke for the Minibres Valley and did the subject full justice in his most eloquent manner.

R. J. Chaney, of the S. P. company spoke on the subject of railroads, their uses and abuses, and with the statistics and sound reasoning made a convincing argument for fair play for the railroads. This is not the first time Mr. Chaney has entertained the Chamber of Commerce, and all hope it will not be the last.

Captain T. F. Ryan of the 13th U. S. Cavalry, had for his toast "The Army", and, being an army officer, showed good judgment in forgetting his subject and used up his time telling what a delightful place Deming is; how he first came to the town because he had to, and has been coming ever since because he wants to. Captain Ryan's style of oratory makes his hearers happy, and they want to hear him again.

Corporation Commissioner Hugh H. Williams spoke of "Home Sweet Home", some, but of the works of the commission most. Hugh is developing into quite an orator. Hereabouts it is not what Hugh says, exactly, but the fact that he is saying, it that pleases Deming.

Attorney John C. Watson made the "Good Night" speech—he knows just how to do it—and sent the company home feeling well satisfied with everything and anxious for the next gathering.

It was greatly regretted that Col. Sloan and Major Thompson, who were to attend the banquet were compelled to return to their post at Columbus, but our people hope to have them with us again and often.

Mail Your Packages Early

The timeliness of gifts depends on their being received on or before Christmas day. So the Post Office Department asks its patrons to mail their packages early, not early in the week, but early in the day, not waiting till just before the window closes. If patrons will be careful to wrap securely and address correctly with the name and address of the sender preceded by the word "From" on each package the chance of delay or mis-sending is greatly lessened. "Not to be opened until Christmas" or similar words may be written, or in other ways, placed on the outside of the package. Christmas seals and stickers may be placed on the back of letters or parcels, if on parcels, they should not be used so as to seal packages.

The Department strongly recommends the insurance system with the parcel post and has made the following rates:

On packages valued at from 1c to \$5, 3c; \$5.01 to \$25, 5c; \$25.01 to \$50, 10c; \$50.01 to \$100, 25c.

Senders of ordinary parcel post packages may obtain a receipt for the same on the payment of 1 cent. This receipt does not carry any insurance, but is a record of mailing.

W. E. FOULKS, Postmaster

C. C. Royal, assistant district attorney, of Silver City, was married Wednesday afternoon at Silver City to Miss Vera Smith of the same place. Mr. and Mrs. Royal stopped over in Deming on their honeymoon trip to California.

William Davis Died

William Davis, 82 years old, died at the home of his daughter, Mrs. Mary Reisser at 4 a. m. Tuesday. His death was due to in gripe and the infirmities of old age. The funeral services were held at the home of his daughter Wednesday afternoon. Rev. Hugh T. Mitchell, conducted the funeral services and burial was made in the Mountain View cemetery.

Water Company Sues State

Trial began Wednesday before district judge Colin Nebbett, at Santa Fe of the case of the Rio Minibres Irrigation company against Land Commissioner R. P. Ervin, in which the company seeks to recover \$2,000 for alleged breach of contract between the company and the state land office. The case hinges chiefly on the volume of irrigation flow in the Minibres river.

Royal Arch Chapter Election

Deming Royal Arch Chapter No. 5 elected and installed its officers for the ensuing year last evening as follows: H. D. Geon, E. H. P.; J. C. Arthur, A. Tenke, C. of H.; John Corbett, treasurer; Ed Pennington, secretary; J. M. Nunn, P. S.; A. W. Brock, R. A. C.; Frank De Launey, M. 3d V.; John J. Hyatt, M. 2d V.; Fred Nunn, M. 1st V.; Thos. Richardson, Sentinel.

Mr. and Mrs. Moon, and Mr. and Mrs. T. W. Watson and child, all of Hill county, Texas, have arrived in Deming and are located permanently here. We welcome them.